



Pinwheels for Prevention: April Statewide Efforts

The Children's Trust Fund (CTF) serves as the state co-chapter of Prevent Child Abuse America (PCAA). The pinwheel is a national symbol representing child abuse and neglect prevention and the hope, health, and happiness of every child.

Note: The only positioning not allowed by PCAA is equating the pinwheel symbol with deaths from child abuse and neglect, or CPS reported cases of child abuse or neglect (i.e., each individual pinwheel does not represent an individual victim of child abuse or neglect).

After a 2 year pause from planting pinwheel gardens due to the pandemic, in 2022 CTF is excited once again to encourage pinwheel gardens throughout the state in keeping with CDC [COVID-19 safety guidelines](#).

We also encourage other safe and creative uses of pinwheels by CTF Direct Services, Local Councils and partnering organizations. Using pinwheels in innovative ways will help draw attention to your efforts and CAP Month's message(s). For example, plant a virtual pinwheel garden, distribute pinwheel bouquets to individuals and/or create a window display.

Pinwheels for Prevention Campaign Objectives

1. Generate *greater awareness* of our organization, mission, and programs.
2. Increase *knowledge* of child abuse and neglect prevention.
3. Foster measurable *changes in attitudes and beliefs* toward child abuse and neglect prevention.
4. Foster measurable *changes in behaviors* regarding child abuse and neglect prevention.

******Remember to NEVER use the pinwheel as a symbol of children who've died as a result of child abuse and/or neglect, or as a symbol of the number of CPS reported cases of child abuse or neglect. This goes against PCAA and CTF Pinwheels for Prevention protocol.******



Timeline to Plan a Successful CAP Month

This document is to assist you in planning your event(s) as early as possible so that good planning can take place and all logistical considerations will be addressed adequately.

May to August

- Evaluate previous events and activities for next year's changes and improvements.
- Identify committee members and set up meeting schedule.
- Determine future CAP Month programmatic and activity priorities. Clarify whether event(s) focus will be educational, awareness building, fundraising or other.
- Decide what programming and activities the council would like to have in place including pinwheel gardens, in-person or virtual events for 2022. That decision would be the direct result of some of the following questions:
 - What is your organization's CAP Month budget?
 - What is the desired target audience?
 - What venue will be most effective for what we would like to achieve? For instance you may wish to consider visibility of displays that others will see, parking, size, accessibility, cultural considerations, etc.
 - What weather considerations might influence whether this is an indoor or outdoor event? If so, create a contingency plan.
 - What time(s) seem practical to have the event?
 - What other organization(s) would you like to have participate in the event?
 - What logistics (e.g. permissions, licenses, and ordinances) are required for the chosen venue?
 - If virtual or hybrid, what platform has the features and capabilities to support the event's needs?
 - What technical assistance will be needed for either virtual or in-person event(s)?
 - Will the event be recorded?

September to October

- Reach out to potential funding partners (e.g. DHHS, Exchange Club, local health department, other).
- Decide whether an event will include entertainment, guest speakers and any reading of a local proclamation.
- Plan the length of time for event(s) or displays or other activities. Successful events are anywhere from 30 minutes to an hour, no longer.
- Arrange for technical assistance for event(s).
- Determine all safe uses for pinwheels.
- Order pinwheels, pinwheel pins, lawn signs and magnets. (Contact CTF for specific ordering deadlines.)
- Create a marketing plan that addresses communications with local media, social media, schools, houses of worship, public and/or private businesses and other applicable sites.
- Develop any needed visual marketing materials. This can include a *Save the Date* announcement(s) at least 3 months prior to the event followed by subsequent announcements leading up to the actual date.

November to January

- Invite and confirm any speakers, celebrity guests and entertainment.
- Submit any draft proclamations.
- Send invitations to community partners to attend event(s).



- Choose a host(s) for event(s). This could be a board member, Local Council or Direct Services Coordinator, local celebrity, or other person.
- Contact legislators for any meetings, appearances, speaking engagements or for a Legislative Education Day.
- Purchase paid media advertising.
- Recruit event(s) volunteers.

February to March

- Create a press advisory and press release for media distribution (including social media).
- Invite media to virtual event(s).
- Reconfirm speakers.
- Finalize all materials to be used.
- Confirm event(s) volunteers.
- Post any event marketing materials.
- Conduct a test run to identify and fix any technology issues.
- Create a "Day-of" checklist.
- Prepare all remarks including speaking points that can be provided to guest speakers. These points should include action steps information at the event that people can use to prevent child abuse and neglect.
- Distribute and deliver pinwheels to individuals and for other safe efforts.
- Send event(s) general community invitations and get back RSVPs as warranted.
- Submit financial pre-authorizations.

April

- Gather and organize supplies and materials.
- Provide final numbers to vendors and others.
- Remind media of the event.
- Get event information on social media sites.
- Final logistical details are completed.
- Obtain vendor payments.
- Collect any in-kind or cash donations.
- Distribute press advisories and press releases to media markets.
- Recognize sponsor(s) in advance of event(s).

Day of Event

- Start the event earlier than scheduled to allow for last minute set-up, changes or surprises.
- Post materials online at the event explaining the Pinwheels for Prevention campaign and the organization's mission and programming.
- Have a designated person to greet special guests.
- Have fun!!!

Within One Month of Event

- Send out thank you notes to any notable sponsors, attendees or participants.
- Have a public recognition of sponsors, notable volunteers and supporters. Suggestions include social media posts, giving a certificate, statue or other gift at a separate event.
- Inventory remaining pinwheels and other supplies.